## ABSTRACT OF THE DISCLOSURE

An apparatus and method feed paper in an image forming apparatus. The paper feeding apparatus in an image forming apparatus includes: a pick-up roller rotated by a pick-up motor, to pick up a paper; a driving roller and a feeding roller rotated respectively by a line feeding motor, to transfer a paper; a media sensor having: a light emitting unit positioned on a paper transferring path, to emit light onto a paper moved forward by the pick-up roller; at least one light receiving unit installed at a predetermined angle with respect to a paper, to receive light reflected from a paper, the paper being illuminated by the light from the light emitting unit and moved forward along the paper transferring path; a pick-up switch unit to output a paper entrance determination signal by comparing an output signal from the light receiving unit with a predetermined reference signal; and a controller to determine whether a paper is provided on a basis of the paper entrance determination signal input from the pick-up switch unit, and to determine the paper type using a signal input from the light receiving unit. As a result, not only a paper type but also whether a paper is picked up is detected through the media sensor, so that the mechanical construction is improved and manufacturing costs are reduced.